

## North East Healthy Drinks Charter (2017 – 2019)

### MISSION

*To work together across the North East Catchment of Melbourne to create public environments that support healthy eating practices.*

### OBJECTIVE

*To trial and advocate for policy, regulatory and environmental initiatives that reduce consumption of sugar-sweetened beverages and increase water consumption by children and adults in our local communities.*

### PRINCIPLES

**Collaborative:** We identify opportunities to work together for population level impact, driving co-ordinated preventive health initiatives and key messages across community settings. Co-design of initiatives are guided by the principles of collective impact; mutually reinforcing actions, standardisation, centralization.

**Strength-based:** To work within the existing resource environment, building on best practice and seeking opportunities to add value to current prevention priorities and actions supporting healthy eating.

**Place-based:** Our priority is to engage with local service providers, client groups and high risk populations to co-design and implement strategies that promote healthy eating.

**Evidence-based:** Our strategies are informed by and build on the evidence base around the barriers and enablers of healthy eating by children and adults across the North East Catchment of Melbourne.

### ACTIONS

The North East Healthy Drinks Charter prioritises actions in the domains highlighted by the Ottawa Charter for Health Promotion (2007):

#### Create Healthy Policies

- Map best practice healthy eating policies and practices across member organisations
- Develop resources to support healthy eating policy development in different organizational settings
- Develop evidence based policy and advocacy positions to support healthy eating across community settings

## Strengthen Community Actions

- Map best practice health eating resources and health literacy initiatives across the North East Catchment
- Develop a Healthy Eating/Healthy Drinks Resource Kit for dissemination across the North East Catchment
- Develop and promote standardized methodologies to collect local level data for sugary drink and water consumption within target populations across the North East Catchment

## Built Environment

- Co-ordinate healthy drinks interventions in a range of community settings across the NE Catchment

## Roles and Responsibilities of the North East Healthy Drinks Charter Organisations

### *North East Primary Care Partnership*

The North East Primary Care Partnership is an alliance of health and human service organisations from across the local government areas of Banyule, Darebin and Nillumbik committed to reducing preventable illness and harm. The Partnership leads, connects, supports and takes collective action to create healthy communities and maximize health outcomes.

*The North East Primary Care Partnership commits to providing backbone support for Healthy Drinks Charter activities through:*

- Support & co-ordination of collaborative actions by member organisations to progress shared priorities and objectives
- Convening and supporting a North East Healthy Drinks Alliance/Network (?)
- Providing research & evaluation support to build the local evidence base
- Developing links with external stakeholders

Signatory organisations to the North East Healthy Drinks Charter agree to support collaborative actions to reduce sugary drink consumption and increase water consumption across their local communities by:

- Providing representation at the North East Healthy Drinks Alliance/Network
- Providing data and resources to support collaborative actions and evaluation
- Engaging with shared advocacy and campaigning opportunities as they arise