Promoting fruit and vegetable consumption for all Western Australians

Advocate for:
1. All Western Australians to have access to secure and affordable housing, property maintenance and health hardware to safely store, prepare and cook nutritious meals.

2. All settings controlled or managed by State and Local Governments in Western Australia to be free from the supply, sale, advertising and promotion of unhealthy food and drink.

3. Food education and literacy as a mandatory component of the school curriculum for all Western Australian students, supported by a mandatory component in tertiary training for teachers and educators.

4. Every childcare centre, kindergarten, school and youth centre in Western Australia to be an accredited healthy food environment that ensures every child and young person in their setting has equitable access to healthy food and a sustainable community garden, every day.

5. An integrated State and Local Government Planning and Regulation System that makes health and wellbeing an enforceable and explicit requirement within the planning system, including mandatory Health Impact Assessments.

6. A targeted social marketing campaign to increase the consumption of fruit and vegetables by Western Australian children.

7. All food retailers and outlets in Western Australia to source and supply fruit and vegetables locally, wherever possible.

8. A State Food Plan for a fair, diverse and sustainable food system for the benefit of all Western Australians.

9. A media advocacy campaign to promote primary producers of fruit and vegetables in Western Australia and their produce; and increase their share of voice and market across all media platforms.

10. A Parliamentary Friends Group to be established and maintained to increase equitable access to safe, affordable and nutritious food for all Western Australians, supported by an alliance of professional and community experts.

Prepared by PHAIWA in consensus with sector stakeholders