

Engaging small businesses in healthy food service initiatives

Lessons for local governments

The Healthier Catering Commitment (HCC) is a food service initiative where London local governments work with small food businesses to provide healthier food and drinks. We interviewed council staff to identify practical learnings of how other local governments can help overcome barriers associated with implementing healthy food service initiatives.



Use existing networks and expertise

Identify and capitalise on existing capacity, relationships and skillsets within and across local government departments.



Offer flexible approaches

Allow local governments flexibility to tailor their approach, incentives and support to meet the needs of their local businesses.



Provide central resources

Develop standard forms, information flyers and other resources to avoid duplication of effort.



Incentivise and reward participation

Provide incentives such as free training to encourage businesses to join. Publicly acknowledge businesses who are good examples to others for instance through award ceremonies.



Build awareness

Work on increasing the demand for healthy food initiatives by promoting the initiative to food service retailers and customers.



Measure the impact and maintenance

Evaluate the outcomes and sustainability of the initiative and incorporate improvements.

Want to find out more?

- 🕒 [Read the full journal article](#)
- 📧 [Contact the author Dr Tara Boelsen-Robinson](#)
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